

**IT'S TIME TO**



**FILM**



Reel, a medium-size film company based in Los Angeles, produces film stocks, mainly focusing on producing movie and photographic film in a more sustainable way. The sole focus of the entire company is to assist creatives in the movie and photography industry while pushing for a more green future for the film industry.

Film Photography is not sustainable. For example, the silver used in creating a roll of film's emulsion can be very detrimental when not disposed of properly. Much of the film's outer shell is composed of single-use plastics that end up in the ocean. The chemicals used in the process of developing film are also very toxic to humans and wildlife. Reel creates the outer shell of film out of reusable material, research and develops a new formula used in the making and developing a film that can be safely disposed



of. The company invests in the research for a film that can be used multiple times. To educate the public on the proper disposition of chemicals, Reel holds online courses and live demonstrations on how to dispose of toxic chemicals safely. Finally, Reel converts manufacturing facilities to fully powered by sustainable energy. Become more inclusive in marketing and promote diversity and inclusion.

# PRODUCTS

**REEL**

**PORTRA 400**

Professional Grade  
Color Negative Film

35mm Film • 36 exp.

Notes:

Portra 400 36EXP

**REEL**

**PORTRA 800**

Professional Grade  
Color Negative Film

35mm Film • 36 exp.

Notes:

Portra 400 36EXP

**REEL**

**Ektar 100**

Professional Grade  
Color Negative Film

35mm Film • 36 exp.

Notes:

Portra 400 36EXP

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